

Tourism Terms of the Trade

ABBREVIATIONS

AAA	America Automobile Association
ABA	America Bus Association
ACOA	Alaska Campground Owners Association
AIAS	Alaska International Airport System
AIDEA	Alaska Industrial Development & Export Authority
AIATMC	Alaska International Airport Tourism Marketing Council
ADA	Americans with Disabilities Act
ALMF	Alaska Land Mangers Forum
AMHS	Alaska Marine Highway System
AOT	Alaska State Office of Tourism
APLIC	Alaska Public Lands Information Center
ARR	Alaska Rail Road
ARTA	Association of Retail Travel Agents
ASCVB	Alaska Society of Convention & Visitors Bureaus
ASMP	American Society of Media Photographers
ASTA	American Society of Travel Agents
ATIA	Alaska Travel Industry Association
AVSP	Alaska Visitors Statistic Program
AWRTA	Alaska Wilderness Recreation & Tourism Association
BRC	Business Reply Card
CRM	Customer Relationship Management
CVB	Convention & Visitors Bureau
DCBD	Alaska Division of Community and Business Development
DCED	Alaska Department of Community and Economic Development
DMO	Destination Marketing Organization
FIT	Foreign Independent Travel or Foreign Individual Travel
FTE	Full Time Equivalent
IACVB	International Association of Convention & Visitors Bureau
KPTMC	Kenai Peninsula Tourism Marketing Council

LOS	Length of Stay
NTA	National Tour Association
PWSTC	Prince William Sound Tourism Coalition
RMO	Regional Marketing Organization
RTO	Regional Tourism Organization
SATC	Southeast Alaska Tourism Council
SATW	Society of American Travel Writers
TAC	Tourism Action Committee
TIAA	Travel Industry Association of America
TTRA	Travel & Tourism Research Association
USTDC	US Travel Data Center
VFR	Visiting Friends and Relatives
Add-Ons	Optional tour arrangements the customers may choose to partake.

DEFINITIONS

Affinity Group	Members of an organization, club or associations that was formed for purposes other than travel.
All Inclusive	The price includes the features specified (hotel, meals, entertainment, etc.)
Allotment	A certain number of rooms, cabins or other items held by an operator to sell, usually by a certain date.
Amenities	Services and facilities.
Attraction	Anything a visitor might be interested in seeing.
Authenticity	Authenticity is a measure of the extent to which an event or experience occurs naturally, rather than being artificially
Blitz	See "MISSION" or "TRADE MISSION."
Brand	The attributes that define an identity and embody a market position. The brand for a area as a whole can be different from its brand as a holiday destination.
Brand Mark	A name, sign, symbol, music, sound or design, or some combination of these which recalls the brand personality (emotional, tonal, verbal, etc.) and differentiates one product, service or destination from its competitors.
Brochure	Printed literature on products or services.
Browser (Web)	A computer program used to view, download, upload, surf or otherwise access documents on the World Wide Web.

Check-In Time	Time when an accommodation is ready to be occupied. Also the time by which passengers should register with a carrier to be transported.
Check-out Time	Time by which guests are expected to leave or be charged additional monies.
Collateral Material	Printed promotional pieces, such as brochures, sales letters, catalogues, etc. that are used to supplement print, broadcast, and internet advertising efforts.
Commission	An amount, which may vary, that a travel agent receives from a supplier for marketing/selling transportation, accommodations, or other products or services.
Community	A unified body of individuals or people with common interests living in a particular area (Source: Webster's Dictionary)
Comp	Complimentary
Concessionaire	Those firms which are under special contract rights to provide for another party, food, beverage, lodging facilities, and/or services on-site at an attraction.
Confidential Tariff	A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.
Co-op Advertising	Advertising that promotes and is sponsored by two or more companies or governmental agencies. A great way to get more bang for minimal bucks.
Consolidator	A person or company which forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions, or reduce the possibility of tour cancellations.
Consortium	A loosely knit group of independently owned and managed companies such as travel agencies, tour operators, hotels, etc. with a joint marketing distribution process.
Corporate Rate	A special rate offered to business clientele, or a rate negotiated upon by a supplier and company.
Cultural Tourism	A form of tourism whose object is among other aims, the discovery of monuments and distinctive sites. Cultural tourism has a positive effect as it contributes to the maintenance and protection of these sites.
Deposit	Partial payment to hold space, usually refundable if cancellation is made enough in advance.
Destination	(1) The place to which a traveler is going. (2) In the travel industry, any city, area or country which can be marketed as a single entity to tourists.
Destination Marketing	Destination marketing includes all the planned activities by tourism businesses and organizations that are designed to increase intent to travel to a destination by increasing awareness of the destination's attributes and the benefits of a visit. It includes strategic activities such as brand building and product development as well as sales-related activities such as trade relation management and providing information about products and prices.

Destination Management	Management of the tourism destination elements related to the tourism environment and setting e.g. land management, tourism environment and providing information about products and prices.
Destination Marketing Organization	A marketing organization for a city, state/province, region or area whose primary purpose is the promotion of the destination.
Distribution Channels	The systems used by tourism operators to take their products and services to potential consumers with the purpose of generating sales. The distribution channel may involve one or more intermediaries.
Domain Name	The "address" or URL of a particular site on the internet. The domain name precedes the @ symbol in the internet address.
E-Commerce	E-Commerce means conducting business online or on the internet. E-commerce usually includes the display of products or services on the internet and the ability of the consumer to purchase the product on the internet.
Eco-Tourism	A form of tourism that protects and enhances the environment and culture, while educating visitors and residents about the appropriate use of resources. Five goals of eco-tourism include protection of the environment, economic sustainability, cultural integrity and enhancement, and education.
Elder Hostel	A term for a program whereby men and women over 60 years of age can continue to learn with travel experiences. Courses are offered during school breaks and include college dormitory accommodations.
Escort	(1) A person, usually employed by a tour operator, who accompanies a tour from departure to return as a guide or trouble-shooter. (2) A person who performs such functions only at the destination. The terms host-escort or host are often used, and preferred, to describe this service. (Also Tour Director or Tour Manager).
Escorted All Inclusive Tour	An escorted tour offering all or most services for a pre-established price.
Escorted Tour	A pre-arranged travel program, usually for a group, with escort service. Fully escorted tours may also use local guide services.
Ethnic Tour	A tour designed for people of the same heritage traveling to their native origin or to a destination with ethnic relevance.
Event	An event is an occurrence that attracts tourists and can include events of all sizes from major national or international events to small, local events and activities that occur only once or on a regular basis. Also included are conferences and meetings.
Familiarization Tour (FAM Tour)	A complimentary or reduced rate travel program for travel agents, tour operators, airline employees and travel writers to acquaint them with a specific destination and to stimulate the sale of travel.
Fly-Cruise Package	A vacation package that includes the air transportation to the port of embarkation and the cruise itself.
Fly-Drive Package	A vacation package that includes the air transportation and automobile rental/use.

Focus Group	A research interview format in which a trained, objective moderator facilitates respondents' discussion of a given topic. Focus groups are useful for examining subjects' responses to concepts and strategies, such as advertising campaigns.
Free-Sale	Allowing the reservationist freedom to make reservations without checking the availability.
Fulfillment Gateway	Responding to requests for information from potential visitors. City, airport or area from which a flight or tour departs.
Gateway	City, airport or area from which a flight or tour departs.
Ground or Land Operator	A company that provides local travel services.
Group Leader	An individual, frequently acting cooperatively with a tour operator, designated to handle tour and travel arrangements for a group. In some cases may also serve as the escort.
Guaranteed Reservation	Used with hotel reservations to mean the room will be held all night in the case of late arrival of passengers.
Guaranteed Share	A rate confirmed even if the supplier does not obtain a roommate.
Heritage Tourism	Traveling to experience the places and activities that authentically represent the stories and people of the past.
Highway Neighbors	Loose knit group of Alaska communities and businesses situated along the road system.
Home Page	The first page on a web site that serves as the starting point for navigation that is also known as the welcome page.
Hospitality Industry	The industry segment pertaining to guests and entertainment, such as hotels, restaurants, attractions, etc.
Hostel	Accommodations where the facilities may be similar to dormitories.
Hub and Spoke Tours	Tours which utilize a central destination with side trips of varying length to nearby destinations.
Inbound Tourism	Business coming into an area from another location.
Incentive Travel	A trip offered as a prize, particularly to stimulate the productivity of employees or sales agents.
Inclusive Tour	A tour in which specific elements such as transportation, transfers and accommodations are offered for a flat rate. An inclusive tour rate does not necessarily cover all costs, but only those specified in the contract.
Independent Tour	An unescorted tour sold through agents to individuals. For one price, the client receives air travel, a hotel room, attraction admissions, and typically, an automobile rental.

Inter Modal	A tour that combines more than one mode of transportation (air, rail, boat, ship, bus, etc.).
Internet	A system of linked computer networks, international in scope, that facilitates data communication services such as remote login, file transfer, electronic mail, and newsgroups.
Itinerary	The travel schedule provided by a travel agent or tours operator for their clients. A proposed or preliminary itinerary may be rather vague or specific. A final itinerary, however, provides all details such as flight numbers, departure times, etc., and describes planned activities. It should be delivered shortly before departure.
Land/Cruise Package	A vacation package that includes cruise and hotel accommodations at or near the port of embarkation.
Leisure Travel	Vacation travel or travel other than for business purposes.
Market Position	The way a product or service or destination is perceived by the market in relation to competitors.
Market Segmentation	The division of the overall market into groups of potential customers with common characteristics.
Marketing	Another word for advertising, it is the pricing, promotion and placement of the product itself.
Meet & Greet	The service of meeting and assisting a client or group upon arrival in a destination, usually at the airport, train, terminal, etc. Also called meet and assist.
Meeting Planner	Someone who plans meetings and conventions for an organization/business.
Mission	
Motor Coach	A large highway passenger vehicle used to perform any travel service other than scheduled transportation for individually ticketed passengers, usually with toilet facilities on board.
Net Rate	A rate to be marked up for eventual resale to the consumer.
Operator	Referring to a tour operator. A person who puts the product together then markets it to trade consumers. Responsible for advertising, selling and operating the tours. Can be "outbound" or "inbound."
Outbound	Product that leaves from a destination to another.
Outbound Operator	A company that takes groups from a destination to another destination.
Outfitter	A business providing the equipment necessary for some adventure or activity, such as white-water rafting.
Override	An extra commission. Airlines pay overrides in conjunction with volume bookings. Wholesalers pay them as bonuses for volume business. Suppliers pay them to provide a profit margin for wholesalers. Hoteliers pay them as volume incentives to wholesalers. Advertising agencies charge them on final products, such as an advertisement or printed product.

Package Tour	A saleable travel product which offers an inclusive price with several travel elements which would otherwise be purchased separately. Usually has a predetermined price, length of time and features, but options can be offered.
Packager	Anyone who organizes a tour that includes prepaid transportation, lodging, meals, attractions and travel services, usually to more than one destination.
Partnership	A relationship that reflects a significant and on-going commitment to work together to achieve long term aims.
Peak Season	Season when travel traffic is heavy or busy, also called high season. Rates are normally higher during this time.
Porterage	The service of handling baggage.
Positioning	The development of a service and marketing mix to occupy a specific place in the minds of potential customers.
Pre- and Post-Tours	Optional extension or side-trip package before or after a package tour, cruise, meeting, gathering, or convention.
Pre-Formed Group	A tour group in existence prior to the tour, the members of which share a common bond, interest, or organizational affiliation. Also referred to as an affinity group. Examples include civic clubs, senior citizens groups and alumni associations.
Property	In the hospitality industry, any lodging facility, such as a hotel or motel.
Quality Mark	A recognizable symbol that provides an independent endorsement of quality.
Rack Rate	The official tariff as established and posted by a business; however, not usually used by tour operators.
Receptive Ground Operator	A tour operator or travel agent that specializes in services for inbound tours in a specific city or area. They may handle any or all components of a tour package. (See inbound tour operators).
Recreation	The activities that people pursue in their leisure time.
Retail/Travel Agent	A company or individual engaged in selling transportation and other travel services and products directly to the public.
Shell	See Tour Shell.
Shore Excursion	Land tours, usually available at ports of call, sold by cruise lines or tour operators to cruise passengers.
Shoulder Season	The period on either side of "prime" or "high" tourism season when there is lower demand for a particular destination. In Alaska, this is usually the spring/fall seasons.
Special Interest Group Tour	A tour designed to appeal to clients with curiosity or concern about a specific subject. Most such tours provide an expert tour leader and usually visit places or events of special interest to the participants. Examples include those featuring a particular industry or historical itinerary.
Special Interest Group	A tour for clubs, societies, and organizations whose members share a common interest.

Step-On Guide	A freelance guide (who usually comes aboard a Motor Coach) who gives an informed overview of a city or attraction to be toured.
Supplier	Those who supply travel trade with product. In the broadest sense, this could also include DMO's.
Sustainability	The intergenerational management of the physical, natural and social environmental and economic factors that make Alaska unique, for the enjoyment of Alaskans and visitors, both for the present and the future.
Target Market	A segment of people selected by a hospitality and travel organization for marketing attention.
Terms and Conditions	Paragraph detailing the liability and specifics of the product or service being offered.
Themed/Special Interest Tour	A tour designed around a specific theme or special interest of the participants, such as fall foliage.
Tour Basing Fare	A reduced rate excursion airfare available only to those who buy prepaid tours or packages. Inclusive tour, group inclusive tour, incentive group, contract bulk inclusive tour, tour basing and group round-trip inclusive tour basing fare are all tour basing fares. Also, any fare offered by a carrier on which a travel agent may claim a higher commission if they sell specified ground arrangements at the same time.
Tour Guide	The leader of a guided tour who possesses in-depth knowledge of an area's attractions.
Tour Leader	A person who accompanies a tour group, usually with particular knowledge of the destination.
Tour Manager	A person who supervises an escorted tour to oversee the group and to make sure that everything runs smoothly.
Tour Operator or Land Operator	A company that creates and/or markets inclusive tours and/or performs tour services and/or subcontracts their performance. Most tour operators sell through travel agents and directly to clients. See contractor, operator and wholesaler.
Tour Shells or Shell	Brochure or flyer containing artwork, graphics and/or illustrations with room available (called bare of copy) for travel agencies to place their own contact information or stamp.
Tour Wholesalers	A company that contracts with hotels, transportation companies, and other suppliers to create a tour package and then sells that package to the consumer through a retail travel agency.
Tourism	The business of providing and marketing services and facilities for travelers.
Tourism North	Joint highway travel marketing program conducted by Alaska, the Yukon, and northern British Columbia.
Tourism Product	Tourism products comprise infrastructure and goods and services that deliver experiences to visitors. Tourism products are developed, manufactured, grown or extracted. They can be purchased individually or as a package.

Tourist or Visitor	Usually defined as someone who has traveled at least 100 miles from home, or a temporary visitor (staying at least 24-hours at a destination away from home).
Trade Mission	Group tour with a business rather than vacation purpose. Usually planned for business or government representatives traveling overseas to secure new business in foreign markets for their product, city or other entity.
Trade Show	An exhibit or presentation of products and services, usually in conjunction with an industry's conference, and generally not open to the public. It may also be called a vendor show, or trade fair.
Transfers	The service of transportation from the mode of transportation (air, rail, bus, ship, boat) terminal to the accommodation.
Travel Writers	Those who research and compile information about a travel destination for consumer publications or broadcast.
Turnaround Time	Time required to clean, disassemble and/or remove objects from a function/guest room and reset it for another function/guest.
Twin	A room for two people who want separate beds.
Seasonality	The tendency of visitor flows to be concentrated into specific periods of the year. This can be caused by climatic, cultural or institutional factors in either the destination or origin market or both.
Social Environment	Social environment comprises communities and individuals and their cultures, infrastructure and interactions.
Visitor	See Tourist.
Visitor Expenditure	The amount of money spent by a visitor.
Voucher	Document to be exchanged for goods or services, substantiating that payment has already been made. Also called an exchange order.
Waitlist	List established when there are no more ready available spaces; names waiting for cancellations.
Walked	Terms used when a traveler arrives at a hotel with a reservation but no rooms are available, so the hotel pays for the traveler's accommodation at another hotel.
Web Page	An individual page located on the internet than can be a home page or any other page within a web site.
Web Site	A homepage or other location on the internet. A web site is usually made up of multiple individual pages on the internet. In contrast, a "home page" is usually the front door or entrance to a "web site."

Wholesaler A company that usually creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with tour operator, but several distinctions might be drawn: (1) A wholesaler presumably sells nothing to retail; a tour operator often does both; (2) A wholesaler does not always create their own products; a tours operator virtually always does; (3) A wholesaler is less inclined than a tour operator to perform local services. Industry reportage often fails to make distinctions, and to compound things further, many travel companies perform any or all of the functions of travel agent, contractor, tour operator and wholesaler.